

04/18/2002 14:24

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Received from <2818932163> at 4/18/02 4:24:25 PM [Eastern Daylight Time]

#23B  
4/23/02  
AN.

PATENT

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: McClung, G.L. III

§

§ Art Unit: 2761

Serial No: 09/375,451

§

§ Examiner: *Raquel Alvarez*

Filed: 08/17/99

§

§ Atty Docket No: GLM III

For: Improvements To  
Business System

Official



## RESPONSE TO OFFICE ACTION MAILED 3/1/02

Assistant Commissioner For Patents  
Washington, D.C. 20231

Dear Sir:

This is a Response to the Office Action Mailed 3/1/02. Without abandoning any invention or waiving any rights, please enter the amendments that follow.

Please cancel claims 21 - 37 and enter new claims 38 - 54:

1 38. A method for guaranteeing a consumer a best price on an item purchased  
2 from a vendor in a consummated final first transaction at a first price, the method  
3 comprising

4 recording the first price and information identifying the consumer,  
5 monitoring the sales price of the item for a predetermined time  
6 period after purchase of the item by the consumer in the consummated final  
7 first transaction,

8 noting any price lower than the first price for the item during the  
9 predetermined time period following the purchase of the item,

10 calculating a money-value difference between the first price and  
11 said any price lower than the first price, and

12 refunding to the consumer an amount equal to the money-value  
13 difference,

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